

The visitor spending figures are the preliminary results of an annual study conducted by the U.S. Travel Association. The study uses sales and tax revenue data, employment figures, and other travel statistics to determine visitor spending in North Carolina, the amount of taxes generated by that spending, and the amount of payroll and employment directly supported by that spending.

“We are thrilled to have record-setting visitor spending for tourism in 2010,” said Lynn Minges, Assistant Secretary for Tourism, Marketing and Global Branding for the North Carolina Department of Commerce. “The fact that tourism helped create jobs and grow North Carolina’s economy in these tough economic times is a testament to both the strength of our tourism product and to the collaborative partnership of the North Carolina travel industry.”

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